



October 25, 2011

Hap Griffin  
WHMC  
1101 George Rogers Boulevard  
Columbia, SC 29201

**Re: Mandatory Carriage Election  
WHMC – Myrtle Beach-Florence DMA**

Dear Mr. Griffin:

We received WHMC's letter, postmarked September 26, 2011, electing mandatory carriage for the upcoming election cycle commencing on January 1, 2012 and ending on December 31, 2014. It is our understanding that multiple affiliates assigned to this DMA, including your station, carry duplicate content. As such, your election is rejected on this basis pursuant to federal regulations.

If you have information to demonstrate non-duplication, such as programming schedules, please remit to my office programming schedules for the month, for each station and we will be pleased to consider such information.

Sincerely,

A handwritten signature in cursive script, appearing to read "Erin E. Rider".

Erin E. Rider  
General Manager  
Programming Dept.

swc/eer

| CALL LETTERS               | COMMUNITY OF LICENSE                          | DMA TO WHICH NIELSEN MEDIA RESEARCH ASSIGNED STATION IN 2009-10 NSI |
|----------------------------|---|---|
| WHMC                       | CONWAY  | FLORENCE-MYRTLE BEACH   |
| DTV CHANNEL (OVER THE AIR) | PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1) | LICENSEE NAME   |
| 9                          | 23.2  | SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION                    |

This DBS Election Notice is sent this 22<sup>nd</sup> day of September 2011 via Certified Mail/Return Receipt Requested (Receipt Number 7002 0460 0002 8799 2376) to the following DBS Operator (check one):

☐ DirecTV, Inc. 2230 East Imperial Highway, Mail Stop: N344, El Segundo, CA 90245, Attn: Local-into-Local Elections.

☒ DISH Satellite, LLC, 9601 S. Meridian Boulevard, Englewood, CO 80112, Attn: Melisa Ordonez.

**With respect to carriage in the above-listed DMA(s) by the above-listed DBS Operator between January 1, 2012, and December 31, 2014, the Licensee elects the following status for the primary video stream of the Station's digital signal:**

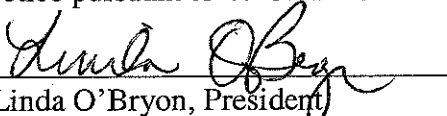
☒ **mandatory carriage ("must-carry").**

For further information, please contact:

Name: Hap Griffin  
Address: 1101 George Rogers Boulevard  
Columbia, SC 29201  
  
Phone: 803-737-3486  
Email: hgriffin@scetv.org

The Licensee provides this Election Notice pursuant to 47 C.F.R. Section 76.66.

Signature:  
Name/Title:

  
Linda O'Bryon, President